

# Thursday, September 21

- 7:00am - 3:00pm **New Leaders in Rheumatology Bootcamp**
- 7:00am - 12:00pm **AAPC - CRHC Test**
- 10:00am - 5:00pm **Conference Attendee Registration**
- 10:00am - 5:00pm **Exhibit Hall Set-Up**
- 3:30pm - 5:00pm **New Member/New Attendee Orientation**
- 5:00pm - 6:30pm **Welcome Reception**

# Friday, September 22

- 6:30am - 8:00am **Breakfast in Exhibit Hall**
- 8:00am - 8:45am **Welcome and Review of Conference**
- 8:45am - 9:45am **Keynote: The Future of Healthcare & Rheumatology: What Will it Look Like in 5 Years?**  
-Ron Howrigan, CEO
- 9:45am - 10:45am **Retain your Revenue Part 1: Learn ERISA Regulations and Make Them Work for You**  
-David Zetter, PHR, SHRM-CP, CHC, CPCO
- 10:45am - 11:30am **Break in Exhibit Hall**
- 11:30am - 11:45am **Transition**
- 11:45am - 12:45pm **Retain your Revenue Part 2: Learn ERISA Regulations and Make Them Work for You**  
-David Zetter, PHR, SHRM-CP, CHC, CPCO
- 12:45pm - 2:15pm **Lunch in Exhibit Hall**
- 2:15pm - 3:15pm **Breakout Sessions - A**  
Managing Rheumatology Denials & The Appeals Process  
  
Revenue Cycle & Financial Health Metrics From Your Rheumatology Peers  
  
Panel Discussion: Ancillary Services To Consider For Your Rheumatology Practice  
  
Roundtable Discussion: Employee Retention Ideas
- 3:15pm - 4:00pm **Break/Networking in Exhibit Hall**

Note\* - The agenda and speakers are subject to change.

- 4:00pm - 5:00pm **Breakout Sessions - B**  
Rheumatology Internal Auditing Part 1: What should you look for?  
  
A Conversation with CMMI - The Future of Rheumatology from a CMS Perspective  
  
The Evolution & Future of the Rheumatology Care Delivery Model  
  
Roundtable Discussion: Group Purchasing Savings Beyond Buy & Bill Drugs
- 6:00pm - 9:00pm **Friday Reception & Dinner at the Metreon**

# Saturday, September 23

- 7:00am - 8:00pm **Breakfast in Exhibit Hall**
- 8:00am - 9:00am **Obtain Best Outcomes for Rheumatology Practices – The Need to Lead**  
-Ricky Newton, CFO, COO of COA
- 9:00am - 10:00am **Annual Membership Meeting**
- 10:00am - 10:45am **Break/Networking in Exhibit Hall**
- 10:45am - 11:45am **How to Embrace Change Using Emotional Intelligence**  
-Susan Childs, FACMPE
- 11:45am - 1:15pm **Lunch in Exhibit Hall**
- 1:15pm **Vendor Breakdown**
- 1:15pm - 2:15pm **Breakout Sessions - C**  
Rheumatology Internal Auditing Part 2: Working with Real Case Studies  
  
Checkup: A “Well Visit” for Your Rheumatology Practice  
  
The Evolution & Future of the Rheumatology Care Delivery Model  
  
Panel Discussion: Managing Upward: Developing A Positive & Productive Relationship with Your Providers
- 2:15pm - 2:30pm **Break**
- 2:30pm - 3:30pm **To Infuse or Not to Infuse, That is the Question -NEC**
- 3:30pm - 4:30pm **The Great Boss Factor: How to Activate People and Cultivate Commitment**  
-Joe Mull M.Ed, CSP
- 4:30pm - 4:45pm **Prizes (MUST be Present to Win)**
- 5:30pm - 7:30pm **BigBus Tours - San Francisco**

## NEW LEADERS IN RHEUMATOLOGY BOOTCAMP

Are you a new leader with 0-3 years of management experience looking for “Basic Training” to help your providers run a top-notch practice? If so, our New Leaders in Rheumatology Bootcamp is designed just for you! During this intensive, one-day course, you will be exposed to the basic topics and key benchmarks needed to run a successful practice and be a more effective leader. This will be a great opportunity to network with a group of people just like you, led by a cohort of helpful instructors who have been in your shoes. The Bootcamp is a pre-conference activity scheduled for Thursday, September 21, 2023, and is ONLY open to NORM members who are registered to attend the 2023 Annual Conference in person. Each participant will receive a certificate of completion upon the completion of the course. Seating is limited to 40 participants, so be sure to register early so you can reserve your seat. **The cost is \$75.00. You can sign up for the bootcamp during online registration.**

### CORPORATE MEMBERS

**DIAMOND LEVEL**  
Cardinal Health, Janssen

**SAPPHIRE LEVEL**  
BMS, Pfizer

**PLATINUM LEVEL**  
Amgen, AstraZeneca, Genentech, GSK, Horizon, Lilly, UCB

**GOLD LEVEL**  
AbbVie, Aurinia, American Rheumatology Network (ARN), CuraScript, Fresenius-Kabi, Labcorp, McKesson, Novartis, Organon, Teva

**SILVER LEVEL**  
Boehringer Ingelheim, Sanofi, United Rheumatology

### CONFERENCE REGISTRATION

Please use the QR code to register. The conference fee is \$150, but you can save \$50 by registering on or before May 24, 2023. To ensure your participation in the meeting, please register no later than August 17, 2023.



### SHUTTLE

NORM Members must select the complimentary ticket item for the shuttle. A survey will be sent in early July, which MUST be completed before August 17, 2023, to reserve a spot on the complimentary shuttle to and from SFO Airport. This service will only be available at SFO Airport, and will only be for Wednesday, Thursday, Sunday.

### HOTEL ACCOMMODATIONS

Accommodations for the NORM conference may be made online after you register for the conference. A link to arrange your hotel accommodations can be found on our website on the conference page. To take advantage of our special rate of \$239 (plus local fees) per night, reservations must be made prior to August 17, 2023. Please note that once our guest room block fills, we cannot guarantee our special rate.



**ADA Statement**  
For special services, assistance, or information email Andrea Zlatkus at [andrea@normgroup.org](mailto:andrea@normgroup.org)



# BRIDGING THE FUTURE OF RHEUMATOLOGY

*Embrace the Change!*



**Marriott Marquis**

**San Francisco, CA**

**September 21-23, 2023**

**NORM**  
National Organization of  
Rheumatology Management  
Annual Conference

## Speakers

Jean Acevedo LHRM, CPC, CENTC, AAPC Fellow  
President & CEO of Acevedo Consulting

Lili Brillstein, MPH  
CEO, BCollaborative

Susan Childs  
FACMPE at Evolution Healthcare Consulting

Shannon O. DeConda, CPC, CEMC, CEMA, CPMA, CRTT  
Partner at DoctorsManagement, President NAMAS

Ron Howrigan  
President and CEO of Fulcrum Strategies

Joe Mull M.Ed, CSP  
Host of Boss Better Now Podcast, Joe Mull & Associates

Ricky Newton  
Chief Financial and Operating Officer at COA

David J. Zetter, PHR, SHRM-CP, CHC, CPCO, CPC  
President, Practice Management Strategist, Change Agent & Speaker

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## Conference Materials

All 2023 Conference materials will be available via the “NORM Connect” App - downloadable through the Apple Store or Google Play. A desktop version will also be available for those who wish to download it to their computer. This will provide you with all conference-related material. This material can also be found on our events page on NORM Connect.

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## Board of Directors

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## Bridging the Future of Rheumatology

### *Embrace the Change!*

Without a doubt, the only constant in healthcare is change. That concept has certainly been on the NORM Board’s mind in planning our 2023 Annual Meeting. We are excited for you to join us at the Marriott Marquis in San Francisco, CA on September 21-23!

As we construct our rheumatology superstructure for the future, it will be important for us to hear from industry experts such as Ron Howrigan about predictions for healthcare and rheumatology in the next 5 years, as well as The Center for Medicare and Medicaid Innovation (CMMI) as to what models may be options for a successful future in rheumatology. It will be equally important for us to look inward with Susan Childs to assess our emotional intelligence as we prepare for these changes.

Excellent substructures are imperative for a strong future. Toward this end, we will be educated on internal auditing techniques using practical case studies. We must be sure to have a good footing when managing appeals and denials, and we will learn from each other regarding hiring, retention, and GPO needs. Our outstanding NORM Education Committee will enlighten us on the question of whether To Infuse or Not to Infuse. We will be taught the skills to perform a “Well Visit” checkup on our practices as well as learn how to compare peer benchmark measures with your operations.

We will span across specialties to hear from Ricky Newton with Community Oncology Alliance about the Need to Lead to obtain the best outcomes for the future. We will also arch into the issue of compensation models in rheumatology and will hear from a distinguished panel as to developing a positive and productive relationship with your providers. Our capstone will be the dynamic Joe Mull who will close us out with How to Activate People and Cultivate Commitment.

There will be plenty of opportunities to establish and strengthen ties with friends, colleagues, and industry partners. Be prepared to GLOW Friday night as we have a FUN and unique experience in store. As always, you can count on good times, good food, and good prizes!

We look forward to seeing you in San Francisco and Embracing the Change together!

-Nancy JH Ellis, NORM President

